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KAREN DONOGHUE

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Built For Use Driving Profitability Through The User Experience

Rahel Anne Bailie, Noz Urbina



Built For Use Driving Profitability Through The User Experience:

Built for Use: Driving Profitability Through the User Experience Karen Donoghue, 2002-03-22 The first practical guide to linking business strategy with the art and science of user experience and online design It has becoming increasingly clear that the big winners in the E business arena are those that practice customer centric design While there are a multitude of good books on the art and science of user interface and website design until Built For Use there were none that focused on user experience from the corporate strategist s and marketing manager s perspectives Drawing upon her work as a user experience strategist for numerous Fortune 1 000 firms Karen Donoghue explores the dynamics of business strategy and user experience in a concise jargon free manner for nontechnical managers With the help of fascinating and instructive before and after case studies she helps managers become fluent in the language of user experience identifies user experience and design strategy best practices explains how to determine what customers want and much more

User Experience Re-Mastered Chauncey Wilson, 2009-09-11 User Experience Re Mastered Your Guide to Getting the Right Design provides an understanding of key design and development processes aimed at enhancing the user experience of websites and web applications The book is organized into four parts Part 1 deals with the concept of usability covering user needs analysis and card sorting a tool for shaping information architecture in websites and software applications Part 2 focuses on idea generation processes including brainstorming sketching persona development and the use of prototypes to validate and extract assumptions and requirements that exist among the product team Part 3 presents core design principles and guidelines for website creation along with tips and examples on how to apply these principles and guidelines Part 4 on evaluation and analysis discusses the roles procedures and documents needed for an evaluation session guidelines for planning and conducting a usability test the analysis and interpretation of data from evaluation sessions and user interface inspection using heuristic evaluation and other inspection methods A guided hands on tour through the process of creating the ultimate user experience from testing to prototyping to design to evaluation Provides tried and tested material from best sellers in Morgan Kaufmann s Series in Interactive Technologies including leaders in the field such as Bill Buxton and Jakob Nielsen Features never before seen material from Chauncey Wilson s forthcoming and highly anticipated Handbook for User Centered Design

HCI and User-Experience Design Aaron Marcus, 2015-12-03 This book consists of a series of essays which addresses the essentials of the development processes in user experience design UX design planning research analysis evaluation training and implementation and deals with the essential components metaphors mental models navigation and appearance of user interfaces and user experiences during the period of 2002 2007 These essays grew from the authors own column entitled Fast Forward which appeared in Interaction Magazine the flagship publication of the ACM Special Interest Group on Human Computing Interaction SIGCHI Written in such a way as to ensure longevity these essays have not been edited or updated however a short Postscripts has been added to provide some comments on each topic from a current

perspective HCI and User Experience Design provides a fascinating historical review of the professional and research world of UX and HCI during a period of significant growth and development and would be of interest to students researchers and designers who are interested in recent developments within the field

The Persona Lifecycle John Pruitt,Tamara Adlin,2010-08-04 The Persona Lifecycle is a field guide exclusively focused on interaction design s most popular new technique The Persona Lifecycle addresses the how of creating effective personas and using those personas to design products that people love It doesn t just describe the value of personas it offers detailed techniques and tools related to planning creating communicating and using personas to create great product designs Moreover it provides rich examples samples and illustrations to imitate and model Perhaps most importantly it positions personas not as a panacea but as a method used to complement other user centered design UCD techniques including scenario based design cognitive walkthroughs and user testing The authors developed the Persona Lifecycle model to communicate the value and practical application of personas to product design and development professionals This book explores the complete lifecycle of personas to guide the designer at each stage of product development It includes a running case study with rich examples and samples that demonstrate how personas can be used in building a product end to end It also presents recommended best practices in techniques tools and innovative methods and contains hundreds of relevant stories commentary opinions and case studies from user experience professionals across a variety of domains and industries This book will be a valuable resource for UCD professionals including usability practitioners interaction designers technical writers and program managers programmers developers who act as the interaction designers for software and those professionals who work with developers and designers

Features Presentation and discussion of the complete lifecycle of personas to guide the designer at each stage of product development A running case study with rich examples and samples that demonstrate how personas can be used in building a product end to end Recommended best practices in techniques tools and innovative methods Hundreds of relevant stories commentary opinions and case studies from user experience professionals across a variety of domains and industries

Content Strategy Rahel Anne Bailie,Noz Urbina,2013-01-15 If you ve been asked to get funding for a content strategy initiative and need to build a compelling business case if you ve been approached by your staff to implement a content strategy and want to know the business benefits or if you ve been asked to sponsor a content strategy project and don t know what one is this book is for you Rahel Anne Bailie and Noz Urbina come from distinctly different backgrounds but they share a deep understanding of how to help your organization build a content strategy

Content Strategy Connecting the dots between business brand and benefits is the first content strategy book that focuses on project managers department heads and other decision makers who need to know about content strategy It provides practical advice on how to sell create implement and maintain a content strategy including case studies that show both successful and not so successful efforts

Inside the Book Introduction to Content Strategy Why Content Strategy and Why Now The Value and ROI of Content Content

Under the Hood Developing a Content Strategy Glossary Bibliography and Index **Managing Employee Retention** Jack J. Phillips, Adele O. Connell, 2004-02-18 During the past decade employee turnover has become a very serious problem for organizations Managing retention and keeping the turnover rate below target and industry norms is one of the most challenging issues facing business All indications point toward the issue compounding in the future and even as economic times change turnover will continue to be an important issue for most job groups Yet despite these facts employee turnover continues to be the most unappreciated and undervalued issue facing business leaders There are a variety of reasons for this for example the true cost of employee turnover is often underestimated The causes of turnover are not adequately identified and solutions are often not matched with the causes so they fail Preventive measures are either not in place or do not target the issues properly and therefore have little or no effect and a method for measuring progress and identifying a monetary value ROI on retention does not exist in most organizations Managing Employee Retention is a practical guide for managers to retain their talented employees It shows how to manage and monitor turnover and how to develop the ROI of keeping your talent using innovative retention programs The book presents a logical process of managing retention from identifying turnover costs and causes designing solutions that match the causes of turnover developing tools for tracking turnover and placing alerts when action is needed and measuring the ROI of retention programs *User-Centered Design Stories* Carol Righi, Janice James, 2010-07-27 User Centered Design Stories is the first user centered design casebook with cases covering the key tasks and issues facing UCD practitioners today Intended for both students and practitioners this book follows the Harvard Case study method where the reader is placed in the role of the decision maker in a real life professional situation In this book the reader is asked to analyze dozens of UCD work situations and propose solutions for the problem set The problems posed in the cases cover a wide variety of key tasks and issues faced by practitioners including those related to organizational managerial topics UCD methods and processes and technical project issues The benefit of the casebook and its organization is that it offers new practitioners as well as experienced practitioners working in new settings valuable practice in decision making that cannot be obtained by simply reading a book or attending a seminar The first User Centered Design Casebook with cases covering the key tasks and issues facing UCD practitioners today Each chapter based on real world cases with complex problems giving readers as close to a real world experience as possible Offers the things you don't learn in school such as innovative and hybrid solutions that were actually used on the problems discussed *Pervasive Computing* Friedemann Mattern, Mahmoud Naghshineh, 2003-08-02 This volume contains the proceedings of Pervasive 2002 the first in a series of international conferences on Pervasive Computing The conference took place at ETH Zurich from August 26 to 28 2002 Its objective was to present discuss and explore the latest technical developments in the emerging field of pervasive computing as well as potential future directions Pervasive Computing is a cross disciplinary area that extends the application of computing to diverse usage models It covers a broad set of research topics such as low power integrated

technologies embedded systems mobile vices wireless and mobile networking middleware applications user interfaces security and privacy The great amount of interest we are witnessing in Per sive Computing is driven by relentless progress in basic information technologies such as microprocessors memory chips integrated sensors storage devices and wireless communication systems that continue to enable ever smaller lighter and faster systems Such systems are also becoming affordable due to their high integration and mass production paving the way for their adoption **Ethnography and the Corporate Encounter** Melissa Cefkin,2010 Businesses and other organizations are increasingly hiring anthropologists and other ethnographically oriented social scientists as employees consultants and advisors The nature of such work as described in this volume raises crucial questions about potential implications to disciplines of critical inquiry such as anthropology In addressing these issues the contributors explore how researchers encounter and engage sites of organizational practice in such roles as suppliers of consumer insight for product design or marketing or as advisors on work design or business and organizational strategies The volume contributes to the emerging canon of corporate ethnography appealing to practitioners who wish to advance their understanding of the practice of corporate ethnography and providing rich material to those interested in new applications of ethnographic work and the ongoing rethinking of the nature of ethnographic praxis

Advances in Information and Communication Kohei Arai,2021-04-12 This book aims to provide an international forum for scholarly researchers practitioners and academic communities to explore the role of information and communication technologies and its applications in technical and scholarly development The conference attracted a total of 464 submissions of which 152 submissions including 4 poster papers have been selected after a double blind review process Academic pioneering researchers scientists industrial engineers and students will find this series useful to gain insight into the current research and next generation information science and communication technologies This book discusses the aspects of communication data science ambient intelligence networking computing security and Internet of things from classical to intelligent scope The authors hope that readers find the volume interesting and valuable it gathers chapters addressing state of the art intelligent methods and techniques for solving real world problems along with a vision of the future research

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